

Persuasive Techniques in the Market

CHAPTER 5, LESSON 3

NAME _____

DATE _____

DIRECTIONS

Read the information about persuasive techniques. Then, complete the chart by identifying the persuasive technique used in the advertisement example or create an advertisement example for the given persuasive technique. You can create your own or provide an example from an advertisement you've seen.

To persuade means to communicate with the intent to cause a certain action to be taken. In order to sell products to consumers, companies use persuasive techniques to market their goods. The ability to recognize these techniques will help you avoid impulse buying and help you take control of your money. When you know how a product is being sold to you, you have power over the purchase.

Here are some of the most common persuasive techniques:

- **Ethos:** uses credibility and authority
- **Logos:** uses logic or reason
- **Pathos (emotion):** uses words that evoke strong feelings, rather than facts and evidence
- **Ethical appeal:** taps into people's values or moral standards
- **Loaded language:** uses words with strong positive or negative connotations to stir people's emotions
- **Bandwagon:** persuades people to do something by telling them that others are doing it too
- **Plain folks:** implies that ordinary people are on "our side"
- **Snob appeal:** implies an ordinary person can be rich and sophisticated
- **Testimonial:** features famous people describing their personal experience with a product or explaining why you should use a product
- **Transfer:** uses the names or pictures of famous people to convince you that a product will help you imitate the famous person in the ad

Chapter 5 Lesson 1

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